

Ch

REF. T. V. D.

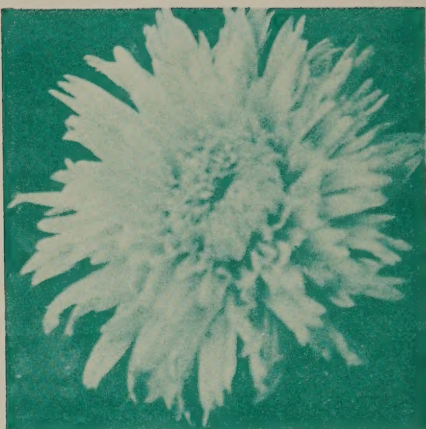
★ FEB 20 1957

U. S. Department of Agriculture

FLEMING'S FLOWER FIELDS

3100 LEIGHTON AVE. LINCOLN 3. NEBRASKA

Creeping Phlox
Alexander's Suprise



Royale

Fleming 1957

NEW HARDY ASTERS

Our collection of these extremely valuable perennials includes many of the finest new sorts. For late summer and fall color in the garden they are irreplaceable.

- CLARITY** — Finest white variety. Semi-double 2" blooms carried on 24-30" upright plants. 55c each.
- ERMA** — Bushy 15-18" plants. Orchid purple flowers. 50c each.
- ERNEST BALLARD** — Carmine crimson buds open to large mulberry-heliotrope flowers. 50c each.
- EVENTIDE** — Semi-double to almost double deep gentian blue-purple flowers. Upright 24-30" plants. 50c each.
- JEAN** — Bright blue flowers. Upright 18" plants. 50c each.
- RADAR** (New, 1955) The best red, being larger and brighter colored than Winston Churchill. 55c each.
- TAPESTRY** (New, 1956) Large semi-double flowers of a lovely pastel pink shade. 60c each.

DWARF ASTERS

These are similar in growth habit to cushion mums.

- CAMEO** — Shapely 15" bushes, opalescent pink flowers. 50c each.
- PACIFIC AMARANTH** — 12" mounds covered with bright amaranth violet flowers. 50c each.
- PERSIAN ROSE** — 12 to 15" cushion like plants with bright persian rose blooms. One of best new sorts. 50c each.
- TWINKLE** (New) Compact 8-10" plants, flowers of a lovely shade of crushed raspberry and amaranth rose. 65c each.
- VIOLET CARPET** — Low masses of bright violet-blue 50c each.

CARNATIONS AND PINKS

Very few plants families have enjoyed the continuing popularity of the Pinks and Carnations. They will amply repay you in garden beauty dividends wherever planted.

- APPLEBLOSSOM** (New) Large soft apple-blossom pink 60c each.
- BEATRIX** — Clusters of double light pink flowers on stiff 12" stems throughout spring and summer. 50c each.
- BOBBY** — A delightful dwarf. Pink with red eye. 50c each.
- CANDYSTICK** (New) An unusual variegated sort. Soft pink with deep rose stripes. 60c each.
- KISS OF FIRE** — One of the most striking garden carnations. Large firey scarlet flowers. 50c each.
- LACY LASS** (New) A quaint laced sort with maroon edges and center blotches overlying white petals. The first offering of this variety at "popular prices". 75c each.
- MOON MIST** (New) Large fragrant double white carnations 55c. ea

- MRS. DINAH WELLER** — Compact plants with single "Spice" pink flowers. Pink with red eyes. 50c each.
- PINK PRINCESS** (New, 1956) A lovely bright rose pink variety introduced by the U.S.D.A. 55c each.
- ROSE BOWL** (New) One of the most attractive new rock garden perennials. Tight clumps of green leaves from which arise myriads of bright rose purple double blooms. 65c each.
- SPOTLIGHT** (New) Glowing crimson-vermillion blooms. 55c each.
- TINY RUBIES** — Globular 2" mounds covered with short stemmed double pink miniature carnations-like flowers. 50c each.

MODERN GIANT HARDY HIBISCUS

The flowers of these hybrid Hibiscus are breath-takingly beautiful, their large blooms, being instant traffic stoppers wherever grown.

- ALEXANDER'S RED** 7-9" flowers of bright rose red. 75c each.
- BIG RED** (Fleming, 1957) Huge velvety crimson red to maroon red flowers up to 10" across. Petals are often ruffled or fluted thus adding to beauty. Quantity limited. \$1.50 each.
- BRIGHT EYES** (Fleming, 1955) Large glistening white with striking crimson red to purple red eyes. \$1.00 each.
- DAHLIATION ORCHID** (Alexander) Large white orchid red eyes and veins radiating outward from center. 75c each.
- MRS. J. HERBERT ALEXANDER** — Large flowers of pure white with bright red centers. 75c each.
- LOVELINESS** (Fleming, 1957) A color which is sure to please the ladies. Large flat bowl-shaped blooms of a soft silvery lavender pink with no dark centers. \$1.35 each.
- PEPPERMINT STICK** (Fleming, 1955) Huge ivory white overlaid with soft pink and with dark red eyes. Pink flush becomes stronger on cooler days. \$1.35 each.
- SNOW BOWL** (Fleming, 1957) Large pure snow white flowers with no eyes. Flowers are made up of heavy textured overlapping petals, which quality characterizes all of our varieties. Quantity limited. \$1.35 each.

LYTHRUMS

Stately border plants which provide much needed color in the perennial border during the summer months.

- DROPMORE PURPLE** — Bright fuchsia purple 50c each.
- MORDEN GLEAM** — Bushy 24-30" plants with spikes of bright carmine rose flowers. 50c each.
- MORDEN PINK** — Bright phlox pink. 50c each.
- MORDEN ROSE** — New bright, rich rose red sort. 55c each.
- PROLIFIC** — Lovely persian rose 50c each.
- ROBERT** — Compact bushy 18" plants with spikes of bright fuchsia-rose flowers. 50c each.

PHLOX

Dwarf Spring Bloomers

- ALEXANDER'S SURPRISE** — Bushy 6-8" plants with bright rose pink flowers with red eyes which are double the size of ordinary creeping Phlox. 55c each.
- CHUCKLES** (New, 1957) Bright pink flowers with rounded overlapping petals. Bright pink, red eyes. 65c each.
- INTENSITY** (New, 1955) Attractive dark green foliage mounds with bright cerise flowers. 60c each.
- BLUE RIDGE** — A choice selected form of Phlox stolonifera. Low plants with clusters of bright blue flowers. 55c each.

Late Spring and early summer flowering sorts.

- GLABERRIMA BUCKEYE** — Attractive 12-15" plants loaded with globular heads of rosy purple flowers. 55c each.
- MISS LINGARD** — Splendid pure white mid-season variety. The best cut flower sort. 2 ft. plants. 50c each.
- REINE DU JOUR** — Similar to the above with white flowers with red eyes. A newcomer from Europe. 60c each.

Summer Flowering Phlox

- SNOW SMOKE** — A lovely semi-dwarf grower with very large heads of pure white flowers. 55c each.
- THUNDERBOLT** (Bristol Nurseries, 1957) A very striking new sort. Large flower heads. Scarlet-tangerine. 75c each.
- TWILIGHT** (B. N., New, 1957) Imposing large flower heads of an unusual heliotrope lavender shade. 75c each.

VERONICAS

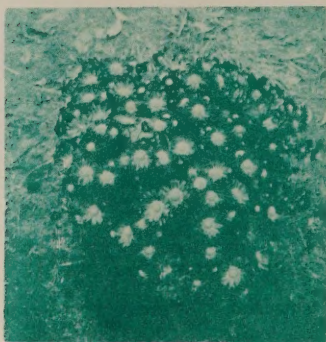
One of the most valuable plant groups for summer gardens.

- BARCAROLE** — Compact plants. Bright pink. 12" stems. 55c each.
- BLUE CHAMPION** — Tall spires of bright blue. 50c each.
- ICICLE** — Pure white flower spikes. 20" stems. 50c each.
- MINUET** — Low mat like plants, spikes of lovely pure pink flowers on 18" stems. 55c each.
- PAVANNE** — Bright pink flowers. 15-18" spikes. 55c each.
- SUNNY BORDER BLUE** — Everblooming deep blue. 18" 50c each.

MORE FINE SELECTED HARDY PERENNIALS

Asterisk (*) indicates plants suited to rock gardens.

- ARABIS ALPINA PINK CHARM*** Frosty foliaged plants with bright pink flowers in early spring. 50c each.
- ARTEMISIA SILVER MOUND*** Lacy silvery foliage mounds 4-6" high and up to 2 ft. across. 50c each.
- BUDDLEIAS** (Butterfly Bushes)
- FLORALART** — A new variety. Bright orchid-pink flowers. 50c each.
- IMPERIAL PURPLE** — Broad spikes, rich royal purple. 50c each.
- WHITE CLOUD** — Pure white, yellow centers. 50c each.
- CARYOPTERIS BLUE MIST** — Clusters of powder blue flowers on long stems from August until late Fall. Bushy 24-30" plants which become shrubby in mild climates. 50c each.
- DAISY CHARMING** — A beautiful new large flowered sort which survives our trying mid-western climate in fine shape. Blooms measure up to 4½" across. Limited quantity. 75c each.
- GAILLARDIA ATTRACTION** — Large butterscotch yellow daisies with red flush in center. 50c each.
- GAILLARDIA THE WARRIOR** — Brilliant ruby red daisies overlaid with mahogany. Fine cut flower. 50c each.
- GEUM FIRE OPAL** — Long stemmed clusters of double bright orange-scarlet blooms. 60c each.
- GEUM PRINCESS JULIANA** — Striking bright double orange. 60c ea.
- IBERIS ALEXANDER'S EARLY*** An early blooming form of white hardy Candytuft. Spring bloomer. 55c each.
- IBERIS CHRISTMAS SNOW*** Evergreen bushlets, white flowers in spring and again in the fall. 60c each.
- OENOTHERA ROSEA*** 10 to 12" stems bearing 2" saucer-like blooms of soft pink. Attractive low foilage mats. 60c each.
- PLUMBAGO LARPENTAE*** Spreading mounds covered with bright blue flowers in late summer months. 50c each.
- SILENE WHERRYI*** A rarely offered charmer. Low plants, bright large pink flowers. 60c each.



Mum Tiny Rubies

Fleming 1957

New Mums for 1957

FLEMING'S FLOWER FIELDS

- GOLDEN NUGGET** — A seedling of "Copper 'n' Gold" with the same neat mound-like habit. Compact plants 12-15" high and up to 30" across are smothered with fully doubled amber-gold flowers. Blooms from Sept. 20th on. 75c each.
- LOVELY LASS** — Symmetrical 12-15" bushy plants covered with fully double orchid-lavender flowers. A lovely soft shade in the cushion group which blends well with others. 75c each.
- PINK FANTASY** — A new type of cushion mum. Fully double 2½-3" high centered flowers with petals which are notched or serrated in the "Carnation" fashion are a soft rose pink shading to rosy fawn in the center. Plants are 10-15" high and spread up to 36" across. One of the most popular in our trial plantings. Very frost tolerant. Oct. 1. 75c each.
- ROYALE** — A new color in the "Carnation-flowered" mum group. Clusters of 3-3½" fully double flowers of a rich burgundy to rosy purple shade with serrated petals are borne on sturdily upright 24" plants. The finest in "Carnation" mum group to date. October 7th. 75c each.
- SUNNY HILL** — Compact mounds of perky stiff petaled semi-double 2" daisies of sparkling bright yellow. Plants are 10-12" high and up to 30" across. These miniature glowing hills of gold never fail to attract visitors across our fields to them. Blooms from Sept. 25th on. 75c each.
- TINY RUBIES** — Hundreds of 1" stiff textured glowing ruby red daisies with glistening gold centers completely blanket sturdy globular plants 10-12" high and up to 30" across. Flowers are reminiscent of Cinerarias in appearance. A visitor's favorite for several years. Oct. 1st. 75c each.

UNIVERSITY OF NEBRASKA

- DUNESAND** — An extremely vigorous grower producing myriads of 2-2½" double blooms in clusters on long stems. The color is an unusual one which blends with any tone, being a soft fawn yellow. Strong upright 30-36" plants. 75c each.
- GOLD RIBBON** — A splendid new cushion variety whose name was suggested by the appearance of a row of them along a drive or border. Plants are 12-15" high and 20-24" across and are loaded with very double deep gold to light orange flowers with darker centers. Mid-September. 75c each.
- PRAIRIE SUNSHINE** — A truly spectacular variety which promises to be one of the best early yellow sorts. Huge mound-like plants 24" high and 36" across with fully double 3-4" bright yellow flowers are a sight to behold. Blooms from early season to late fall. Mid-Sept. 75c each.

1956 INTRODUCTIONS

- ADORABLE** (Lehman) Early. 20" 65c each.
Large bright rose pink with salmon reflections. The best of early season pink garden mums.
- AMETHYSTINE** (Fleming) Mid-season. 24" 75c each.
Beautiful iridescent rose-purple. It glows!
- BRONZE GIANT** (Lehman) Early. 30" 75c each.
Huge blooms, up to 5" across of glowing bronze hue.
- COPPERSMITH** (Bristol) Mid-season. 20-24" 75c each.
Fully double large blooms of deep amber with copper hues.
- CORONET** (Dunham) Mid-season. 18" 65c each.
Double ball-shaped 3-4" blooms of bright gold with distinctively notched "Carnation-flowered" petals.
- CREAMPUFF** (Cunningham) Early. 10-12" 60c each.
Light yellow sport of Powderpuff. A fine new cushion.
- CRIMSON GLORY** (Lehman) Early. 26" 65c each.
Clusters of 3-3½" blooms of rich crimson red. Best of the large flowered early season reds.
- EVELYN DEVANEY** (Lehman) Mid-season. 24" 60c each.

- Stylishly tailored blooms of a lovely soft pearly shell pink.
- FLEMING'S FIREBIRD** (Fleming) Very early. 18" 60c each.
The earliest large double red-bronze we know of.
- GRACE BRADSHAW** (Kraus) Mid-season. 24" 65c each.
Big creamy white incurved flowers with chartreuse center.
- INDIAN RED** (Lehman) Mid-season. 20" 65c each.
Large rust red with unique whirled center.
- JESSAMINE WILLIAMS** (Kraus) Mid-season. 24" 60c each.
Lovely pure white double flowers with quilled petals which end in small spoon tips.
- PERFECTIONETTE** (Dunham) Mid-season. 26" 75c each.
Long stemmed sprays of tightly incurved deep purple pompons with silvery reverse.
- MOUNT HOOD** (Kraus) Early. 26" 75c each.
Large white incurved blooms with greenish centers.
- PURPLE WATERS** (Lehman) Early. 24" 60c each.
An avalanche of rich deep purple flowers from early season on.
The best of the early purple garden mums.
- REFRESHING** (Dunham) Early. 26" 75c each.
Very large Cactus-Dahlia shaped golden bronze blooms. A fine new excellent exhibition sort for disbudding.
- RUBY BREITHAUPT** (Kraus) Mid-season. 26" 75c each.
A truly exceptional garden mum. Heavy textured five inch flowers. Soft primrose shading to cream.
- SNOW SCEPTRE** (Fleming) Mid-season. 30" 65c each.
Long stemmed sprays of pure white pompons.

FLEMING INTRODUCTIONS

- AMETHYSTINE** (1956) Mid-season. 24" 75c each
Bright rose purple flowers with a lovely iridescent sheen which makes them shine even on cloudy days.
- COPPER 'N' GOLD** (Donaldson-Fleming) Early 12" 55c each
Perfectly formed 10-12" plants up to 30" across are covered with bright golden flowers with coppery bronze centers.
- FLEMING'S FIREBIRD** (1956) Very early. 18" 60c each
Solid 3" blooms of firey red-bronze with rust-bronze reverse. One of best early season sorts.
- LADY ELGIN** (Hipple-Fleming) Early 18" 55c each
Husky bushy plants with ball shaped 2" incurved blooms of bright bronze with gold reverse. A "football" mum in miniature.
- PUMPKIN POM** (1955) Mid-season. 30" 55c each.
Bright pumpkin orange 2-3" fully double blooms. Very frost and freeze tolerant.
- SNOW SCEPTRE** (1955) Mid-season. 30" 65c each
Long stemmed clusters of pure white ball-shaped pompons on sturdy upright plants. Superb cut flower.



Snow Sceptre

Fleming 1956

UNIVERSITY OF NEBRASKA INTRODUCTIONS

- KIOWA** (1955) Mid-season. 30" 55c each.
Long stemmed clusters of bright orange-red pompons. Splendid for cutting. Very frost tolerant.
- LESHARA** Early. 26" 50c each.
Heavily branched plants with sprays of mulberry red flowers shaded with old rose. An attractive "decorator's" color. Very frost and freeze tolerant.
- NORTH PLATTE** (1955) Mid-season. 30" 60c each.
Large bright orange 3-5" flowers borne on husky plants. Quantity very limited this year.
- PATHFINDER** Early. 26" 55c each.
The famous yellow "Carnation" mum. Fully double bright yellow. Truly unique notched petals.
- PLAINSMAN** Early. 26" 55c each.
A beautiful rusty red companion to Pathfinder. Fine for cutting. Quantity very limited this year.
- WHITE CLOUD** Early 30" 50c each.
This variety continues to reign as the king of the white garden varieties. Large fluffy white blooms.

DOUBLE DECORATIVES

- ANCASTER BRONZE** (Emberley) Mid-season. 26" 50c each.
Beautiful shining soft bronze blooms. Husky upright plants.
- ANCASTER BURGUNDY** (Emberley) Early mid-season. 16" 60c each.
Bushy plants, masses of bright burgundy-rose "Cactus" blooms.
- ANCASTER PEACH** (Emberley) Mid-season to late 30" 60c each.
Large cactus-Dahlia like blooms of lovely soft peach shade.
- ANDREW** (Becker) Mid-season. 24" 50c each.
Large Cactus-Dahlia
Large ball-shaped blooms of a lovely soft red shade with ashes of roses overtones. One of best in our collection.
- APACHE** (Kraus) Early to mid-season. 20-24" 50c each.
Large Cactus-Dahlia like flowers of a bright oriental or tomato red shade. One of leaders in popularity.
- AVALANCHE** (Dreer) Early. 30" 50c each.
Large fluffy creamy white blooms. Superb for cutting.
- BUTTERCUP** (De Petris) Late. 30" 60c each.
Large bright yellow incurved sort. Fine for disbudding.
- BUTTERSCOTCH** (Kraus) Mid-season. 24-30" 60c each.
Huge fully double blooms of deep amber to amber-yellow.
- CHIPPA RED** (Bristol) Early. 26" 50c each.
Turkey red to maroon red sport of the popular Chippewa.
- CRIMSON MAGIC** (Dunham) Late. 26" 60c each.
Huge reflexed flowers of deep velvety crimson.
- CROWNING GLORY** (Lehman) Mid-season. 30" 55c each.
Stiffly erect plants with long stemmed coral-apricot to nasturtium-orange blooms. A superb cut flower.
- EARLY JEANETTE** (Emberley) Early. 26" 55c each.
Large Cactus Dahlia-like bright burgundy rose flowers. One of the very best early season sorts.
- ELAINE** (Schnake) Mid-season. 26" 55c each.
Large orchid lavender with darker centers.
- FILM STAR** (English) Mid-season. 24" 75c each.
A new massive Dahlia-flowered Carnation pink variety.
- FOOTBALL BRONZE** (Lehman) Early 26" 60c each.
Large incurving bright bronze similar in form to the greenhouse gown incurved "Football" mums.
- GEORGE LUXTON** (Lehman) Early 26" 55c each.
Beautiful stiff petaled large flowers of a soft bronze hue.
- GLADWIN** (Becker) Mid-season. 26" 60c each.
Very large fluffy light blush pink blooms.
- GLEN STAR** (English) Mid-season. 24" 75c each.
Another new Cactus-Dahlia flowered sort from England. Bright bishop purple with reddish glow.
- MARTIN'S WHITE** (Martin) Early. 16" 50c each



*Hardy
Hibiscus
Bright Eye*

- Bushy 16" plants, large double incurved blooms.
- MARTIN'S YELLOW** Early 16" 50c each.
Lovely soft yellow sport of the above. Both good for potting.
- MURIEL RICE** (Lehman) Mid-season. 30" 55c each.
Immense stiff petaled blooms of light yellow with pink and lavender tints.
- PATRICIA LEHMAN** (Kraus) Mid-season. 26" 50c each.
Sparkling geranium pink with peach centers.
- REFLECTION** (Lehman) Mid-season. 24" 50c each.
Long stemmed deep rosy lavender.
- REVERENCE** (Kraus) Early. 20" 50c each.
Large light chamois yellow blooms on stiff stems.
- ROMANCE** (Dunham) Mid-season. 24" 65c each.
Huge reflexed blooms of a warm pink shade. An excellent disbud exhibition sort.
- ROSETONE** (Kraus) Mid-season. 24" 65c each.
Large exhibition type blooms of lavender rose.
- SUPERLATIVE** (English-New) Mid-season. 26" 60c each.
Large incurved pure white. Responds well to disbudding.
- VISION** (Bristol) Mid-season. 30" 50c each.
Best pastel colored variety. A delicate blend of ivory and pearl suffused with fawn.
- YELLOW AVALANCHE** (Lehman) Early 30" 50c each.
A splendid large fluffy soft yellow.

CUSHION MUMS

- BECKER'S PURPLE CUSHION** (Becker) Mid-season. 15" 50c each.
Large double rich purple blooms.
- BROWNIE** (Dunham) Mid-season. 10-12" 60c each.
Orange-buff pompons with orange bronze eyes.
- CAMEO** (Dunham) Mid-season. 15" 60c each.
Fully double 2" blooms of a lovely pure soft pink.
- COPPER 'N' GOLD** (Donaldson-Fleming) Early. 10-12" 55c each.
Close-knit mounds up to 30" across. Bright colored.
- CRYSTAL MAID** (De Petris) Mid-season. 15" 50c each.
Creamy white pompons on bushy plants.
- FROSTY** (Dunham) Mid-season. 12-15" 55c each.
White pompons on short wirey stems. Best white cushion.
- FUCHSIA FAIRY** (Herr) Mid-season. 12-15" 50c each.
Hedge-like plants. Bright fuchsia flowers.
- JANET** (Ladygo) Very early. 15" 50c each.
Globular plants, bright salmon-apricot flowers.
- JOYOUS** (Bristol) Mid-season. 18-22" 55c each.
A king sized cushion! Large mounds with bright rose blooms.

- LIPSTICK** (Dunham) Mid-season. 12-15" 55c each.
Bushy plants, bright red flowers. One of the best cushions now in commerce.
- LYRIC** (Yoder) Mid-season. 15" 50c each.
Low plants covered with white daisies.
- MISCHIEF** (Bristol) Mid-season. 15-18" 50c each.
Tiny bright purple-red daisies with golden yellow centers smother low semi-upright plants.
- NEW MARJORIE MILLS** (Bristol) Mid-season. 18-22" 55c each.
Another "King-sized" cushion. Plants are loaded with rich ruby red double flowers.
- PURPLE DUSK** (Dunham) Mid-season. 15" 55c each.
Nicely shaped plants, dusky lavender-purple blooms.
- RED ELF** (Lehman) Very early. 12" 50c each.
A real cutie. Red buttons on low plants.
- TWINKLE** (Dunham) Mid-season. 15" 55c each.
Myriads of bright fuchsia purple flowers.
- VARIEGATED CUSHION** (Becker) Mid-season. 12-15" 50c each.
Very attractive two-toned bright rosy lavender with deeper centers. Very frost tolerant.

SPOON MUMS

- JESSAMINE WILLIAMS** (Kraus) Mid-season. 24" 60c each.
Double white flowers, tubular petals, spoon tips.
- PINK SPINNER** (Becker) Mid-season. 24" 50c each.
Double rosy lavender blooms. Thin spoon petals which are interestingly whorled at the center.
- PURPLE SPOON** (Lehman) Early. 24" 55c each.
- SNOW SPOON** (Kraus) Early. 24" 50c each.
Duplex daisy-like flower with tubular petals opening to large flat spoon tips.

BUTTONS AND POMPONS

- ANCASTER GYPSY** (Emberley) Mid-season. 27" 50c each.
Large orange pompons with reddish-bronze eyes.
- BRIGHT EYES** (English) Mid-season. 20" 50c each.
One of the most striking newcomers. Golden yellow buttons with orange-red eyes.
- DELIGHT** (Lehman) Early 24" 50c each.
Double golden yellow of fine form.
- DIVINITY** (Kraus) Mid-season to late. 24" 50c each.
Informal pure white with rolled petals.
- EARLY CRIMSON** (Lehman) Early. 24" 50c each.
Bright crimson. Long stems for cutting.
- HONEYCOMB** (Yoder) Mid-season. 24" 50c each.
Bright golden buttons with copper overtones.
- JEWELTONE** (Kraus) Mid-season. 24" 55c each.
Strikingly lovely bright Phlox pink shade.
- LUCKY THIRTEEN** (Becker) Early. 20" 50c each.
Bushy plants, bright golden yellow poms.
- MY LOVE** (Becker) Mid-season. 30" 65c each.
Perfect ball shaped poms on long stems. White with purple edges on opening. Purple color suffuses throughout most of the flower in cool weather. Excellent cut flower.
- PUMPKIN POM** (Fleming) Mid-season. 30" 55c each.
Extremely free flowering bright orange. Very frost tolerant.
- SARASOTA** (De Petris) Mid-season. 30" 50c each.
Solid golden pompons. Fine for cutting.
- SMILES** (Dunham) Mid-season. 15" 60c each.
Bright golden yellow buttons. Bushy plants.
- TALISMAN** (Kraus) Mid-season. 24" 60c each.
Soft apricot-peach buttons. Sport of Rosita.
- WHITE TOWER** (Becker) Early mid-season. 27" 50c each.
Sprays of white pompons on long stiff stems.
- YELLOW ERMINE** (Floralane) Mid-season. 27" 50c each.
Vigorous, free flowering soft yellow pom.



Veronica Icicle



Gold Ribbon

Uni. of Nebraska 1957



Pink Fantasy

Fleming 1957

HARDY PRIMROSES - "Harbingers of Spring"

This group of perennials is ideally suited for shady spots under trees and shrubs and on the north side of buildings. As an introduction to these attractive plants we offer large transplants which will bloom nicely for you next year at very reasonable prices.

ALPINE AURICULAS - Fragrant large heads of flowers in a wide range of striking colors.

Attractive plants with bright evergreen leaves. 25¢ each, 6 for \$1.20.

JAPONICA (Candelabra type) - Spikes of flowers borne in whorls. Mixed color range which includes reds, rose, pinks and white. Three for 60¢, \$1.80 per dozen.

POLYANTHUS GOLD LACED - Heads of flowers in red, bronze, wine and burgundy shades.

The edges of the petals are edged with gold. Three for 60¢, \$1.80 per dozen.

DENTICULATA JOHN'S VARIETY - Rosy red ball-shaped heads of flowers on 4-6" stems.

An early spring bloomer. 3 for 60¢, \$1.80 per dozen.

SPECIAL COLLECTION OF ALL OF ABOVE PRIMROSES - Three each of the above four types (12 in all) for \$2.10.

SPECIAL LAST MINUTE ADDITION TO LIST - DON'T MISS THIS ONE!

CHRYSANTHEMUM AMETHYST CUSHION - An excellent new bright purple cushion. Compact 12-15" mound-like plants with double Amethyst purple flowers from early September until killing frosts. This variety was outstanding in the University of Nebraska trials at Lincoln for several years. It was developed by Bristol Nurseries and co-introduced by the latter and Flemings in 1955. Demand always has exceeded supply - order early! 60¢ each.

SPECIAL MONEY SAVING COLLECTIONS

Listed below are a group of carefully planned collections of "Mums" and other perennials which are real bargains.

- No. 1. OUTSTANDING NEW 1957 INTRODUCTIONS - One each of Gold Ribbon, Pink Fantasy, Prairie Sunshine, Royale and Tiny Rubies. A \$3.75 value for \$3.25.
- No. 2. A COLLECTION OF SOPHOMORES (1956 Introductions) - One each of Adorable, Copper Smith, Evelyn Devaney, Fleming's Firebird, Purple Waters and Snow Sceptre. A \$3.80 value for \$3.25.
- No. 3. A QUARTET OF GIANTS - One each of following large exhibition type mums - Butterscotch, Crimson Magic, Romance and Ruby Breithaupt. A \$2.60 value for \$2.20.
- No. 4. FIVE FAVORITE UNI. OF NEBRASKA MUMS - One each of Gold Ribbon, Kiowa, Pathfinder, Prairie Sunshine and White Cloud. A \$3.10 value for \$2.65.
- No. 5. FIVE EXCELLENT "FLEMING" INTRODUCTIONS - One each of Amethyst Cushion, Copper 'n' Gold, Fleming's Firebird, Pumpkin Pom and Tiny Rubies. A \$3.05 value for \$2.65.
- No. 6. CUSHION MUM COLLECTION "A" - One each of Becker's Purple Cushion, Copper 'n' Gold, Crystal Main, Lipstick and Sunny Hill. A \$2.85 value for \$2.45.
- No. 7. CUSHION MUM COLLECTION "B" - One each of Frosty, Gold Ribbon, Joyous, New Marjorie Mills and Variegated Cushion. A \$2.90 value for \$2.45.
- No. 8. NINE FINE UNIVERSITY OF NEBRASKA MUMS - One each of Dune Sand, Gold Ribbon, Kiowa, Leshara, North Platte, Pathfinder, Plainsman, Prairie Sunshine and White Cloud. \$5.50 value for \$4.65.

No. 9. A COLLECTION OF BUTTONS AND POMPONS - One each of Bright Eye, Ancaster Gypsy, Jeweltone, Pumpkin Pom and White Tower. A \$2.60 value for \$2.20.

No. 10. "DO-IT-YOURSELF" COLLECTION - Make up your own collection from the following sorts at prices indicated below.

Ancaster Bronze	Honeycomb
Ancaster Gypsy	Janet
Avalanche	Patricia Lehman
Bright Eye	Pumpkin Pom
Chippa Red	Reflection
Copper 'n' Gold	Reverence
Crowning Glory	Variegated Cushion
Delight	White Tower
Early Crimson	Yellow Avalanche
George Luxton	Yellow Ermine

Select any five of the above (\$2.50-2.75 value) for \$2.10. Any ten of the above for \$4.00. All 20 for \$7.50.

No. 11. ALL-COLOR COLLECTION OF HARDY ASTERS - One each of Clarity, Eventide, Radar, Red Star and Tapestry. \$2.75 value for \$2.25.

No. 12. ALL PURPOSE COLLECTION OF HARDY ASTERS - Tall and Dwarf. One each of Eventide, Pacific Amaranth, Persian Rose, Radar and Tapestry. \$2.65 value for \$2.25.

No. 13. CARNATIONS AND PINKS - One each of Appleblossom, Candy Stick, Kiss of Fire, Moon Mist and Spotlight. A \$2.80 value for \$2.40.

No. 14. LYTHRUM COLLECTION - One each of Morden Gleam, Morden Rose, Dropmore Purple and Robert. A \$2.00 value for \$1.65.

No. 15. AN ALL SUMMER COLLECTION OF SPIKED FLOWERS FOR CUTTING. One each of Buddleia Floralart, Buddleia Imperial Purple, Lythrum Morden's Gleam, Veronica Blue Champion, Veronica Icicle. \$2.55 value for \$2.20.

No. 16. COLLECTION OF LOW GROWING PERENNIALS - One each of Anchusa myosidiflora, Artemisia Silver Mound, Aster Persian Rose, Helianthemum Lemonball, Phlox glaberrima Buckeye, Phlox nivalis Alexander's Surprise and Plumbago lar-pentae. A \$3.55 value for \$3.10.

No. 17. DWARF PHLOX COLLECTION - One each of Alexander's Surprise, Dainty Cushion, Dainty Dot, Emerald Cushion and White Midget. A \$2.50 value for \$2.15.

No. 18. PHLOX COLLECTION - A collection of spring and summer bloomers. One each of Glaberrima Buckeye, Reine du Jour, Snow Smoke and Twilight. A \$2.45 value for \$2.15.

TO OUR FRIENDS & CUSTOMERS

This year's collection of "Modern Mums" and other perennials we feel is our finest to date. Our breeding efforts have been quite successful with the result that several truly distinctive new mums and hardy Hibiscus are being introduced this year. Our collections of hardy asters, carnations and pinks are among the largest in the country and include the finest varieties available.

Consumer Prices are again on the increase. This trend has been followed by a number of nurseries, whose catalogues have been received at this time. We have decided to hold the price line and in many cases have again substantially reduced prices below those of last year. In order to accomplish this we are issuing this less expensively produced price list this year.

Once again we wish to thank our many customers and friends for their patronage and interest. We pledge you our best efforts in order to deserve this continuing loyalty.

Sincerely,

The Flemings

COLORED SLIDES

We have several sets of 100 each Kodachrome, Ektachrome, and Ansco-Color 35 mm slides of "Modern Mums" and other perennials, as Hardy Hibiscus, veronicas, hardy asters, etc. Sets are revised each year -- include the fine University of Nebraska mums of 1950 thru 1957, as well as the best from Bristol Nurseries, Lehman, Dr. Kraus, Becker, our introductions and many others. There are field scenes as well as close ups of plants and flowers.

These sets are available for use by garden clubs and other groups at no cost except for return postage.

Please make requests for slides well in advance of desired showing date to avoid disappointment. Projector and screen to be supplied by each group using the slides.

QUANTITY DISCOUNTS

Each Price	Per 3	Each Price	Per 3
\$.50	\$1.25	\$.65	\$1.75
\$.55	\$1.40	\$.75	\$2.00
\$.60	\$1.50		

TERMS OF SALE

1. Cash with order please, no C.O.D. orders will be accepted.
2. Orders for \$3.00 or more will be prepaid. Those for lesser amounts should be accompanied by an additional 25% to help defray transportation costs.

DISCLAIMER

We guarantee safe arrival of plants. Reports concerning shipments of plants received in bad order must be made within 10 days of receipt of plants. Later reports cannot be honored. It is further agreed that our responsibility regarding untruthness to name is limited to replacement or refund of purchase price only.

SUPPLEMENTAL LISTS OF PERENNIALS

Varieties suited for rock gardens are preceded by asterisk (*).

*AJUGA REPTANS RUBRA - dark green foliage mats suffused with red. Bright blue flowers in the spring.	50¢ each
ANCHUSA MYOSOTIDIFLORA - Airy clusters of blue forget-me-not like flowers. 12" plants. April and May blooming.	50¢ each
*ARTEMISIA SILVER MOUND - Lacy silvery foliage mounds 4-6" high and up to 2 ft. across.	50¢ each
*GERANIUM LANCASTRIENSE - Spreading plants, cut foliage. Lovely soft pink flowers. Summer flowering. Rare.	60¢ each
*HELIANTHEMUM LEMONBALL - Dwarf shrubby evergreen plants with tiny double bright yellow rose-like flowers.	50¢ each
HELENIUM CHIPPERSFIELD ORANGE - Bushy 3 ft. plants with copper and gold daisies. One of showiest summer perennials.	50¢ each
HELIANTHUS LODDON GOLD - Enormous Dahlia-like fully double blooms of bright golden yellow on 3-5 ft. plants.	50¢ each
HELIOPSIS GOLD GREENHEART - Large semi-double to double golden yellow daisies with greenish centers on opening.	50¢ each

HEMEROCALLIS (DAY LILIES)

Day Lilies are often called the "lazy man's perennial" for they are almost fool-proof and at the same time very colorful.

BROWN EYE SUSAN (Hill) - Medium sized flowers of light yellow with reddish brown eyes.	50¢ each
CHINA MISS (Bechtold) - An aureolin yellow self except for faint markings on the ruffled petals. July.	50¢ each
HYPERION (Mead) - One of the largest flowered varieties. Huge light yellow flowers. July.	50¢ each
MT. VERNON (Russell) - Wide blooms of lemon yellow overlaid with coral rose. Excellent cut flower.	50¢ each
NIAZUMA (Russell) - Ruffled wide petals of bright fiery red with deeper mahogany veins. Sepals are also ruffled and have faint yellow edges. Green throat.	65¢ each
OPHIR (Perry) - Deep golden yellow trumpet shaped blooms. Very prolific bloomer over long season.	50¢ each
PURPLE WATERS (Russell) - One of the best purples - actually a rich wine red-purple with lemon throat.	75¢ each
RUSSELL'S MINUET (Russell) - Petals are rosy red with green mid-rib and throat while sepals are greenish yellow.	60¢ each
HOSTA VARIEGATA - Plantain-like leaves with light creamy to white stripes. Spikes of blue flowers in summer.	50¢ each
MONARDA CROFTWAY PINK - A lovely clear pink form of this favorite garden favorite.	50¢ each
PENTSTEMON ROSE ELF - Stems of tubular bell-like rose pink flowers from June on.	50¢ each
STOKESIA SILVER MOON - A lovely new white form of "Stoke's Aster". Large blooms resembling giant China asters in form.	50¢ each
*TUNICA SAXIFRAGA FL. PL. - A rare double form of this fine rock plant. Resembles a dwarf double pink Baby's Breath.	60¢ each

DWARF SPRING FLOWERING PHLOX

ALEXANDER'S PINK - One of the finest pink sorts. Blooms of soft rose with crimson-red eyes. Petals are rounded and overlapping.	55¢ each
ALEXANDER'S PINK IMPROVED - More upright in plant habit than the above and with flowers which are a bit larger and deeper colored.	65¢ each
BLUE HILLS - A lovely bright lavender-blue sort.	50¢ each
CRIMSON BEAUTY (Atropurpurea) - Dark waxy green foliage mounds with deep purplish-red flowers in spring.	50¢ each
DAINTY CUSHION (Alexander) - Low dense plants covered with soft orchid pink blooms with lilac eyes.	50¢ each
DAINTY DOT (Alexander) - Low growing cushion plants covered with apple blossom pink flowers with bright red eyes.	50¢ each
ELFIN PINK (Brittoni rosea) - A rare species with myriads of small soft cameo pink flowers on compact mound-like plants.	60¢ each
EMERALD CUSHION - Attractive cushion-like clumps of dark evergreen foliage which are covered with bright pink blooms.	50¢ each
WHITE MIDGET (Alexander) - Lovely dark evergreen foliage mounds with pure milk-white flowers.	50¢ each

1957 ORDER BLANK
FLEMING'S FLOWER FIELDS
Growers of Fine Perennials
3100 LEIGHTON AVE., LINCOLN 3, NEBR.

(Print Plainly, please)

(Or P.O. Box No. or R.F.D. No.)

POST OFFICE _____ STATE _____

STATE

Quantity

Variety

Amount

A SPECIAL BONUS OFFER FOR OUR CUSTOMERS

We would like to send our lists to as many gardening enthusiasts as possible. We are therefore extending this special invitation to our customers to act as our advertising agents and in so doing to earn bonus plants for their gardens.

Spaces are provided below for names and addresses of gardening friends which you believe would be interested in hardy plants. Should one or more of the persons suggested by you place an order with us this year we will add bonus plants to your order in the amount of 10% of their order.

NAME _____

ADDRESS _____

CITY & STATE _____

NAME _____

ADDRESS _____

CITY & STATE _____

NAME _____

ADDRESS _____

CITY & STATE _____

NAME _____

ADDRESS _____

CITY & STATE _____

NAME _____

ADDRESS _____

CITY & STATE _____

NAME _____

ADDRESS _____

CITY & STATE _____

NAME _____

ADDRESS _____

CITY & STATE _____